

New Order

Agency:	Crossroads Media LLC	Station:	WJLA-TV	Flight Start:	05/23/2012
Office:	Alexandria	Order Type:	Normal	Flight End:	05/29/2012
Client:	12 - CrossroadsGPS	Cancel Date:		Hiatus:	
Product:	11 - Crossroads GPS	Billing Cycle:	Monthly		
Piggyback Product:		Billing Calendar:	Broadcast		
Estimate:	594 - GPS VA FLIGHT B TV 60'S 5.23-5.29.12	Received in ePort:	5/17/2012 5:39:05 PM		
				Airtime Dollars:	\$37,400.00
				Interactive Dollars:	\$0.00
Primary Demo:	A35+	Local/National:	Local	Non-Airtime Dollars:	\$0.00
Demo 2:		Rep Office:	WJLA-TV	Total Dollars:	\$37,400.00
Demo 3:		AE:	Barbara Monares	Total Spots:	7
GRP:	24.30	Phone:			
		OrderID:	2135011		
		Status:	New		
CPP:	\$1,539.09			MarketShare:	
Comments:	Separation: 30				

Daily Airtime Lines

Line	Daypart	DPT												Totals for Entire Flight			
		No	(Program)	Code	Rate	C/T	Len	5/23	5/24	5/25	5/26	5/27	5/28	5/29			
1	WThFMTu 6P- 6:30P ABC7 NWS AT 6			EN	\$3,200.0	C	60	0	1	0	0	0	1	0	2	2.90	\$1,103.4
	LPMay/2011LP (pav)																5
2	WThFMTu 7:30P- 8P JEOPARDY			PA	\$8,000.0	C	60	0	1	0	0	0	1	0	2	5.20	\$1,538.4
	LPMay/2011LP (pav)																6
3	WThFMTu 11P- 11:35P ABC7 NWS AT 11			LN	\$5,000.0	C	60	1	0	1	0	0	0	1	3	2.70	\$1,851.8
	LPMay/2011LP (pav)																5
		Total Spots:						1	2	1	0	0	2	1			7
		Total GRP/GIMP(000):						2.7	8.1	2.7	0.0	0.0	8.1	2.7			24.3
		Cash\$ - Spots: \$37,400.00 - 7						Trade\$ - Spots: \$0.00 - 0						Total Cost: \$37,400.00			Total CPP/CMP: \$1,539.09